

1 **WHAT IS CLAIMED IS:**

2 1. A method for disseminating advertising messages to consumers of fortune cookies,
3 which method comprises:

4 (a) providing an advertising insert having imprinted thereon an advertising message
5 which may be viewed by a consumer;

6 (b) producing a fortune cookie with said insert therein;

7 (c) distributing said fortune cookie with said advertising insert to a consumer outlet;
8 and

9 (d) distributing said fortune cookie with said advertising insert to consumers
10 associated with said consumer outlets, thereby disseminating said advertising
11 message to said consumers

12 (e) wherein said insert is selected from the group consisting of

13 i) inserts comprising a plurality of superimposed, imprintable substrate sheets;

14 ii) inserts comprising a plurality of imprintable substrate sheets, wherein said
15 substrate sheets are affixed to each other;

16 iii) inserts comprising an imprintable substrate sheet having a fold therein;

17 iv) inserts comprising an imprintable substrate having imprinted thereon a
18 manufacturer coupon redeemable by a consumer of said fortune cookie which
19 includes machine readable indicia associated therewith to facilitate automated
20 processing of said coupon; and

21 v) inserts having an imprintable surface in excess of 3.5 square inches wherein
22 said fortune cookie is produced from a circular blank approximately 3 inches
23 in diameter.

24 2. The method of claim 1, wherein said consumer outlet is a food service establishment.

25 3. A method for packaging and distributing fortune cookies for dissemination to a target
26 consumer group, which method comprises:

27 (a) providing fortune cookies having therein an advertising insert, said advertising
28 insert having imprinted thereon an advertising message for a target consumer
29 group;

- 1 (b) packaging said fortune cookies in a shipping carton having a machine readable
2 indicator uniquely associated with said advertising message;
- 3 (c) reading said indicator and in response thereto shipping said carton to consumer
4 outlets associated with said target consumer group, whereby said fortune cookies
5 may be distributed to consumers thereby disseminating said advertising message.
- 6 4. An advertising insert for fortune cookies, said insert comprising a plurality of
7 superimposed, imprintable substrate sheets.
- 8 5. The advertising insert of claim 4, wherein said insert comprises three superimposed
9 imprintable substrate sheets.
- 10 6. The advertising insert of claim 4, wherein said insert comprises two superimposed
11 imprintable substrate sheets.
- 12 7. The advertising insert of claim 4, wherein said insert is produced by cutting a
13 plurality of superimposed continuous webs of said imprintable substrate.
- 14 8. The advertising insert of claim 4, wherein said insert has a fold therein.
- 15 9. The insert of claim 4, wherein said advertising message imprinted on said insert
16 includes a manufacturer coupon redeemable by a consumer of said fortune cookie
17 which includes machine readable indicia associated therewith to facilitate automated
18 processing of said coupon.
- 19 10. An advertising insert for fortune cookies, said insert comprising a plurality of
20 imprintable substrate sheets, wherein said substrate sheets are affixed to each other.
- 21 11. The advertising insert of claim 10, wherein said substrate sheets are releasably
22 laminated together.
- 23 12. The advertising insert of claim 11, wherein said substrate sheets are laminated
24 together with a releasable adhesive.
- 25 13. The advertising insert of claim 10, wherein said substrate sheets are affixed to each
26 other at only one end of said sheets.
- 27 14. The advertising insert of claim 10, wherein said substrate sheets are releasably
28 affixed to each other at only one end of said sheets.
- 29 15. The advertising insert of claim 10, wherein said insert comprises three imprintable
30 substrate sheets.

- 1 16. The advertising insert of claim 10, wherein said insert comprises two imprintable
2 substrate sheets.
- 3 17. The advertising insert of claim 10, wherein said laminated insert is produced by
4 cutting a plurality of continuous webs of said imprintable substrate, wherein said
5 substrate webs are affixed to each other together.
- 6 18. The advertising insert of claim 10, wherein said insert has a fold therein.
- 7 19. The insert of claim 10, wherein said advertising message imprinted on said insert
8 includes a manufacturer coupon redeemable by a consumer of said fortune cookie
9 which includes machine readable indicia associated therewith to facilitate automated
10 processing of said coupon.
- 11 20. An advertising insert for fortune cookies, said insert comprising an imprintable
12 substrate sheet having a fold therein.
- 13 21. The advertising insert of claim 20, wherein said insert has a horizontal fold therein.
- 14 22. The advertising insert of claim 21, wherein said insert has two horizontal folds.
- 15 23. The advertising insert of claim 21, wherein said insert has a vertical fold therein.
- 16 24. The advertising insert of claim 21, where said insert is produced by cutting and
17 folding a continuous web of said imprintable substrate.
- 18 25. The insert of claim 21, wherein said advertising message imprinted on said insert
19 includes a manufacturer coupon redeemable by a consumer of said fortune cookie
20 which includes machine readable indicia associated therewith to facilitate automated
21 processing of said coupon.
- 22 26. The advertising insert of claim 20, wherein said insert has a vertical fold therein.
- 23 27. The advertising insert of claim 26, wherein said insert has two vertical folds.
- 24 28. The advertising insert of claim 26, where said insert is produced by cutting and
25 folding a continuous web of said imprintable substrate.
- 26 29. The insert of claim 26, wherein said advertising message imprinted on said insert
27 includes a manufacturer coupon redeemable by a consumer of said fortune cookie
28 which includes machine readable indicia associated therewith to facilitate automated
29 processing of said coupon.

- 1 30. An advertising insert for a fortune cookie, said insert comprising an imprintable
2 substrate having imprinted thereon a manufacturer coupon redeemable by a consumer
3 of said fortune cookie which includes machine readable indicia associated therewith
4 to facilitate automated processing of said coupon.
- 5 31. The insert of claim 30, wherein said manufacturer coupon includes a bar code
6 associated therewith.
- 7 32. The insert of claim 30, wherein said manufacturer coupon includes a UPC bar code
8 utilizing the UCC/EAN-128 Article Numbering System.
- 9 33. A fortune cookie comprising an advertising insert, wherein said insert is selected from
10 the group consisting of
11 (a) inserts comprising a plurality of superimposed, imprintable substrate sheets;
12 (b) inserts comprising a plurality of imprintable substrate sheets, wherein said
13 substrate sheets are affixed to each other;
14 (c) inserts comprising an imprintable substrate sheet having a fold therein;
15 (d) inserts comprising an imprintable substrate having imprinted thereon a
16 manufacturer coupon redeemable by a consumer of said fortune cookie which
17 includes machine readable indicia associated therewith to facilitate automated
18 processing of said coupon; and
19 (e) inserts having an imprintable surface in excess of 3.5 square inches wherein said
20 fortune cookie is produced from a circular blank approximately 3 inches in
21 diameter.
- 22 34. The fortune cookie of claim 33, wherein the insert comprises a plurality of
23 superimposed, imprintable substrate sheets.
- 24 35. The fortune cookie of claim 33, wherein the insert comprises a plurality of
25 imprintable substrate sheets, wherein said substrate sheets are affixed to each other.
- 26 36. The fortune cookie of claim 33, wherein the insert comprises an imprintable substrate
27 sheet having a horizontal fold therein.
- 28 37. The fortune cookie of claim 33, wherein the insert comprises an imprintable substrate
29 sheet having a vertical fold therein.

- 1 38. The fortune cookie of claim 33, wherein the insert comprises an imprintable substrate
2 having imprinted thereon a manufacturer coupon redeemable by a consumer of said
3 fortune cookie which includes machine readable indicia associated therewith to
4 facilitate automated processing of said coupon.
- 5 39. The fortune cookie of claim 33, wherein the insert comprises an imprintable surface
6 in excess of 3.5 square inches wherein said fortune cookie is produced from a circular
7 blank approximately 3 inches in diameter.
- 8 40. The fortune cookie of claim 39, wherein said insert has an imprintable area in excess
9 of 7.0 square inches.
- 10 41. The fortune cookie of claim 39, wherein said insert has an imprintable area in excess
11 of 10.5 square inches.
- 12 42. The fortune cookie of claim 39, wherein said insert has an imprintable area in excess
13 of 14.0 square inches.